

U.S. Pat. App. No.: 09/859,565
Atty. Docket No.: 003797.00014

This listing of claims will replace all prior versions, and listings, of claims in the application.

IN THE CLAIMS:

1. (Currently Amended) A method for distributing variations of electronic data through multiple merchants to purchasers, comprising the steps of:

publishing a first variation of electronic data ~~core portion~~ for a first merchant to make available to purchasers, the as a first variation having a core portion including a browser application for retrieving and rendering content and a first merchant-specific portion; and

publishing a second variation of the electronic data ~~containing the core portion~~ for a second merchant to make available to purchasers, the as a second variation having the core portion and a second merchant-specific portion, and

~~wherein such that~~ the first merchant-specific portion differs ~~differing~~ from the second merchant-specific portion so that a purchaser's viewing or execution of the first variation evokes an association with the first merchant and a purchaser's viewing or execution of the second variation evokes an association with the second merchant.

2. (Original) The method of distributing variations of electronic data recited in claim 1, wherein

the first merchant adds the first-merchant specific portion to the core portion to produce the first variation, and

the second merchant adds the second-merchant specific portion to the core portion to

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produce the second variation.

3. (Original) The method of distributing variations of electronic data recited in claim 1, wherein

a publisher provides the core portion to the first merchant with both the first-merchant specific portion and the second-merchant specific portion, and

the first merchant enables or deletes at least a part of the second-merchant specific portion to produce the first variation.

4. (Canceled).

5. (Currently Amended) The method of distributing variations of electronic data recited in claim [4]1, wherein ~~the core portion is a rendering application for rendering content, such that the~~ browser's rendering of content using the first variation evokes an association with the first merchant.

6. (Currently Amended) The method of distributing variations of electronic data recited in claim [4]1, wherein the core portion is a commerce application for purchasing goods or services, such that the purchase of goods or services using the first variation evokes an association with the first merchant.

7. (Original) The method of distributing variations of electronic data recited in claim 6, wherein the core portion is a commerce application for purchasing goods or services from the first merchant.

8. (Original) The method of distributing variations of electronic data recited in claim 6,

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wherein the core portion is a commerce application for purchasing content.

9. (Currently Amended) The method of distributing variations of electronic data recited in claim [4]1, wherein the first-merchant specific portion evokes an association with the first merchant by controlling an appearance of the ~~program-browser~~ during execution.

10. (Currently Amended) The method of distributing variations of electronic data recited in claim 9, wherein the first-merchant specific portion evokes an association with the first merchant by providing a user interface for the ~~program-browser~~ during execution that displays at least one image associated with the first merchant.

11. (Currently Amended) The method of distributing variations of electronic data recited in claim [4]1, wherein the first-merchant specific portion evokes an association with the first merchant by controlling one or more functions of the ~~program-browser~~ during execution.

12. (Currently Amended) The method of distributing variations of electronic data recited in claim 11, wherein the first-merchant specific portion evokes an association with the first merchant by providing added functionality to the ~~program-browser~~ during execution, such that the added functionality relates to the first merchant.

13. (Canceled).

14. (Currently Amended) The method of distributing variations of electronic data recited in claim ~~13~~1, wherein the first-merchant specific portion evokes an association with the first merchant by providing function controls in a user interface for the browser that facilitate the retrieval of content from only sites associated with the first merchant.

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15. (Currently Amended) The method of distributing variations of electronic data recited in claim ~~13~~1, wherein the first-merchant specific portion evokes an association with the first merchant by providing function controls in a user interface for the browser that facilitate the retrieval of specific content associated with the first merchant.

16. (Currently Amended) The method of distributing variations of electronic data recited in claim ~~4~~1, wherein the first-merchant specific portion evokes an association with the first merchant by controlling an operation of the ~~program~~browser during execution.

17. (Currently Amended) The method of distributing variations of electronic data recited in claim 16, wherein the first-merchant specific portion evokes an association with the first merchant by limiting or expanding the operation of the ~~program~~browser during execution.

18. (Canceled).

19. (Currently Amended) The method of distributing variations of electronic data recited in claim ~~18~~1, wherein the first-merchant specific portion evokes an association with the first merchant by limiting the operation of the browser to the retrieval of content from only sites associated with the first merchant.

20. (Currently Amended) The method of distributing variations of electronic data recited in claim ~~18~~1, wherein the first-merchant specific portion evokes an association with the first merchant by limiting the operation of the browser to the retrieval of specific content associated with the first merchant.

21. (Currently Amended) The method of distributing variations of electronic data recited

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in claim 181, wherein the first-merchant specific portion evokes an association with the first merchant by limiting operation of the browser application so that the browser application may retrieve content from designated sites only when the browser application is executing at a physical location defined by the first merchant.

22. (Currently Amended) The method of distributing variations of electronic data recited in claim 16, wherein the first-merchant specific portion evokes an association with the first merchant by facilitating cooperation between the ~~program~~ browser and another executable program associated with the first merchant.

23. (Canceled).

24. (Original) The method of distributing variations of electronic data recited in claim 1, wherein the first-merchant specific portion is integrated with the core portion such that the first-merchant specific portion cannot be replaced by a portion specific to another merchant without damaging the first variation.

25. (Original) The method of distributing variations of electronic data recited in claim 1, wherein the first-merchant specific portion is integrated with the core portion such that the first-merchant specific portion cannot be deleted from the first variation without damaging the first variation.

26. (Currently Amended) A computer readable medium having stored thereon a data structure, comprising:

a first data field containing core data such that, when executed by a computer, the

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computer performing one or more functions; and

a second data field containing functionality branding data for modifying the performance of the functions of the core data such that the functionality branding data provides the core data with at least one function that~~performance of the functions~~ evokes an association with a merchant.

27. (Canceled).

28. (Original) The computer readable medium of claim 26, wherein the second data field contains branding information for a plurality of merchants, such that all of the branding information except for branding information relating to a single merchant must be deleted or deactivated before a computer may properly perform the one or more functions.

29. (Canceled).

30. (Currently Amended) A method of selling branded software comprising the steps of:
receiving a software application including a browser for retrieving and rendering content;
branding said software application;
forwarding said branded software application to a user.

31. (Original) The method according to claim 30, wherein said forwarding step includes transmitting said branded software application to said user over the Internet.

32. (Original) The method according to claim 30, wherein said forwarding step includes selling said branded software in a store.

33. (Currently Amended) A method of selling branded software comprising the steps of:

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receiving a software application with multiple brandings, the software application including a browser for retrieving and rendering content;
preventing access to at least one of the multiple brandings associated with said software application;

forwarding said branded software application to a user.

34. (Original) The method according to claim 33, wherein said forwarding step includes transmitting said branded software application to said user over the Internet.

35. (Original) The method according to claim 33, wherein said forwarding step includes selling said branded software in a store.

36. (Currently Amended) A method of selling branded software comprising the steps of:
receiving a software application including a browser for retrieving and rendering content;
adding multiple brandings to said software application;
forwarding said branded software application to a user.

37. (Original) The method according to claim 36, wherein said forwarding step includes transmitting said branded software application to said user over the Internet.

38. (Original) The method according to claim 36, wherein said forwarding step includes selling said branded software in a store.

39. (Currently Amended) A method of branding software comprising the steps of:
receiving a software application including a browser for retrieving and rendering content;
adding at least one branding to said software application.

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40. (Original) The method according to claim 39, wherein said adding step occurs at the software application provider.

41. (Original) The method according to claim 39, wherein said adding step occurs at a merchant.

42. (Original) The method according to claim 39, wherein said adding step occurs at the location of an end user.

43. (Canceled).

44. (Canceled).

45. (Canceled).

46. (Canceled).